



اَوْنَبُوْ سِيْتِي تَيْكُونُو لَوِي كِي مَارَا
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MARA

FACULTY OF ARCHITECTURE, SURVEYING & PLANNING

DIPLOMA IN BUILDING

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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

AMIN AISKRIM

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EXECUTIVE SUMMARY

Amin Aiskrim is a sole proprietorship business of ice cream shop that will bring the rich and high-quality taste of ice cream. It is located at No. 13 Parit 12 Sungai Panjang, 45300 Sungai Besar, Selangor. This place is chosen because the rental price in this area is cheaper compare to others and this area also nearby the school where suitable for our marketing target. Our marketing target mostly is primary school which students around 7-12 years old because kids loves ice cream more compare to the adults. Since it is located near the school, therefore is the most strategic areas for producing and marketing the products.

The main product of our business is ice cream itself. There are many varieties of ice cream that we made and serve. For the ice cream, we used to serve the customer the flavours like Chocolate, Vanilla, Strawberry, Sweet Corn, Taro and Coconut. All our product basically are home-made ice cream that have been produced from many ingridient that have been imported from small farmer and cattle breeder nearby and also from Cameron Highland. Other than that, we decided to product our own merchandise that collab from the printing shop nearby. Basically we made an agreement with small scale printing shop. I want to help because we want to promote our local printing shop nearby also to others.

A review of our competitor shows that we will be competing against other wellknown company which is Baskin Robins . These business focus on different target market, usage and well-planned marketing approaches. With my team consistent, high quality product, unique packaging and affordable price, my products have the edge in attracting consumer with help of promotion.

The amount of loan I asked from Bank Islam is RM 50,000.00 and the amount of capital contributed by me is RM 20,000.00. The sales forecast for the first year is RM 867,130

In the future, we plan to market our product all over the Malaysia. We also plan to introduce this product internationally. Furthermore, I will also use media social, advertisement and create my product's website to promote our business more.

My team is includes marketing manager, financial management, administrative manager, operation manager and workers We want to operate the business according to mission which is to bring the high-quality products with the affordable price and to make our tasty Malaysia dessert being known around the world.

1.0 BUSINESS DESCRIPTIONS

I want to start the business that everyone can try and loves our product. My company will be named as Amin Aiskrim. The name is taken from the owner name that have been established this company. I decided to make an ice cream shop. Not just a normal and typical ice cream shop, my ice cream shop will serves the tasty ice cream that rich with asian flavours. Following the sweetness of my Asian ingredient like Coconut and Taro it will be the best dessert pair for you to enjoy the tastiness . This business will take a place in the location that have many people. We believe that the business can be succeed if it can attract many people, especially the students. Malaysia basically is quite hot country and make an ice cream to reduce the thirsty. Malaysian also loves an ice cream as a dessert.

Ice cream shop have noticeably mushroomed in cities over the last few years. An ice cream basically gain the joy particularly among the kids and young peoples. I would like to bring the dessert to another level. I believe the tastiness of our dessert will be loved by people around the world. It also can be tourist attraction because of the ingridient of our ice cream mostly from Asian fruits hence it will be unique. With an affordable price, customers especially primary students can enjoy their ice cream with no complain

The reason why I make the business plan is it function as an action plan to how I manage my business. Even though I need business plan to find the investors or to get loans for my company, business plan gives many benefits to my business. It can give a guide step by step during I start my new business or grow my recent business. It gives the instructions for every decision that I made in the future. Other than that, the reason business plan is made because of to achieve the mission and vision of my company successfully and strategically. Business plan can align the company organization with explanation, prioritize and improve the commitment toward the goals. A good business plan can give a good benefit to the business and increase the profit.

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Badrul Amin Bin Baharuddin
Identity Card Numbers	001019-10-2213
Permanent Address	No. 13 Parit 12 Sungai Panjang, 45300 Sungai Besar Selangor
E- Mail	Badrulaminbaharuddin@gmail.com
Telephone Number/Fax Number	0193496815
Date of Birth	19 October 2000
Marital Status	Single
Academic Qualification	Diploma In Food Management
Course Attended	Culinary
Skills	Pastry and Dessert
Experiences	Chef
Present Occupation	General Manager of Amin Aiskrim